

## Naramata

Miss Diane Fredrickson, formerly member of the Naramata elementary school staff, has resigned her position here to join the teaching staff of a school in Burnaby. Her brother John Fredrickson came from their home at New Westminster to accompany her to the coast when she left here recently. Miss Fredrickson has been a guest at the home of Mr. and Mrs. J. D. Reilly during her stay in Naramata.

Miss Beverley Wiseman arrived home on Friday to visit until January 28 when she will enter the Vancouver General Hospital School of nursing to begin nurse's training. Miss Wiseman, daughter of Mr. and Mrs. Paul Wiseman, has been employed at Vancouver since graduating from the Penticton High School in June.

Bill Tennant, a UBC student, is spending the seasonal holidays visiting his parents, Mr. and Mrs. E. C. Tennant.

Among many visitors in Naramata for the holiday season were George Bailey and George Hartley, both of Campbell River, who spent Christmas with the former's parents, Mr. and Mrs. William Bailey. Also visiting with the latter are their "son" and daughter-in-law, Mr. and Mrs. Charles Bailey who are here from Vernon until January 7. The young couple are also guests with Mrs. Bailey's mother, Mrs. H. Carey.

Mr. and Mrs. Frank Luxton of Oliver spent Christmas day in Naramata with their son and daughter-in-law, Mr. and Mrs. Howard Luxton, and young son.

Guests at the home of Mr. and Mrs. William Gavne were Mrs. Gavne's sister, Miss Cathy Drossos, a UBC student, and her brother John Drossos, who is with the teaching staff of the Richmond Junior Senior High School. The visitors returned to the coast on Sunday.

Local interest was centred on the ceremony in Toronto on December 21 in which Lorne Greenaway, son of former Naramata residents, Mr. and Mrs. J. E. Greenaway of Kelowna, and Miss Phyllis McLaughlin were united in marriage. The recent groom is attending the veterinary college at Guelph where the young couple will reside until he completes his course.

Chris Barber of Woodville is visiting in Naramata with his mother, Mrs. Walter Palmer, and Mr. Palmer.

Miss Lisa Dicken is here from Creston to spend the holiday season visiting her parents, Mr. and Mrs. J. S. Dicken.

Miss Jean Stiffe is home from UBC to visit during the holidays with her mother, Mrs. Janet Stiffe.

Mr. and Mrs. W. O. June and three children returned home Thursday after spending Christmas in Revelstoke with Mrs. June's sister and family.

The chief product and export of American Samoa is copra.

## New Packing Experiment For McIntosh Pays Off

John McIntosh could hardly have predicted the future popularity of the apple which today bears his name. Nor could he have foreseen the part scientists would play in growing and marketing the McIntosh.

The seedling, which this Scottish farmer discovered in 1796, growing wild in the woods near Dundela, Ont., not only produced the McIntosh, Canada's best-known apple, but also fathered many other popular varieties, such as Lobo, Melba, Joyce and Hume, and the McIntosh crossed with other varieties has produced the Cortland and the Bancroft.

Although not as directly a product of chemistry as a man-made fibre such as nylon, the juicy McIntosh apple is indebted to scientific research. Apples made ugly scab spots used to be taken for granted. Apple maggots, codling moths, aphids and leaf rollers all played a part in marking or disfiguring apples. Depending on deficiencies in the soil, the fruit could be poorly colored or lacking in size. Neither the farmer who grew them, nor the housewife who bought them, realized there was an answer to such problems.

Today, thanks to modern insecticides and fungicides, apples can be smooth, juicy and free of disease. Chemical fertilizers, nitrogen, potash and phosphorus, have become, in the hands of skilled orchardists, weapons to combat soil deficiencies and to give the apple size and color.

While scientists were battling disease, insects and questions of soil fertility, packaging specialists were studying the question of more efficient merchandising. Over the last few years they have demonstrated with increasing frequency that intelligent prepackaging of fruits and vegetables can reduce waste, lengthen storage life, cut shipping costs and stimulate consumer buying.

Orchardists, quick to realize that growing a good crop was not the complete answer to a successful business venture, have adopted new merchandising schemes. Last year, faced with poor prices on a glutted market, many growers experimented with apples packed at the farm in polythene bags. One eastern Ontario grower stored his entire McIntosh crop, packaged them in polythene bags and sold them during the winter directly to stores. His plan was so successful that this year he is repeating this selling procedure in spite of firmer markets and substantially higher prices.

A new experiment in packing McIntosh was tried this year by B.C. Tree Fruits Limited. They packed their "commercial grade" apples in No. 25 Handi-paks: corrugated cardboard boxes holding approximately 20 pounds of apples each. The small pack was convenient and economical way to offer apples to customers who wanted more than a bag of apples but couldn't use a bushel hamper or box before the apples spoiled. The cardboard container did not tear car seats or clothing, and had handles for easy carrying.

To allow the customer to see the apples, B.C. Tree Fruits used a lid with a die-cut window of 100-gauge "Mylar" polyester film. The cover has two cardboard flaps inserted between the apples and the inside of the carton and glued into position. Not only are the apples fully displayed but they are safe from pilferage or handling. The "Mylar" also acts as a pad to help protect the apples from bruises while in transit. Approximately 1,000,000 of these No. 25 Handi-paks were successfully shipped by B.C. Tree Fruits this past season.

"Mylar" is a relatively new film in the packaging industry. It looks like cellophane cellulose film, but has quite different properties. It is the strongest of all plastic films, with a tensile strength one-third that of machine steel. Due to its strength, a carton window can be made much larger than possible with other films and still remain unaffected by the temperature.

The film won't crack or become brittle with age and retains its properties under temperatures ranging from -80 degrees to 300 degrees Fahrenheit. "Mylar" may also be laminated to such materials as paper, cellophane, polythene film or aluminum foil.

Strength of the film, its resistance to tearing and puncturing, and its reaction to extremes of temperature have opened special jobs to "Mylar". These include the packaging of fresh fruit shipped direct from the grower, packaging certain items where durability of the wrapping material under extreme temperatures is essential because of special handling or shipping problems, and the packaging of fresh or frozen food products that lent themselves to cooking or heating without removal from plastic films, with such as corn on the cob, spinach and peas can be dropped into boiling water while still in a "Mylar" package and the film will remain unaffected by the temperature.

## Apple Shipments To West Show Increase

Shipments of apples to Western Canadian markets total over 1,430,000 boxes, of which 1,100,000 have been McIntosh, reports the B.C. Tree Fruits in its latest marketing bulletin.

Total shipments to Western Canadian markets up to and including Dec. 22 are approximately 125,000 in excess of those for the same period a year ago.

Current movement continues relatively light as wholesalers and retailers alike have sufficient supplies on hand for the time being.

**EASTERN CANADA**  
Shipments to Eastern Canada total approximately 89,000 boxes, or 19,000 more than at the same time in 1955. There are still plentiful supplies of local grown McIntosh available in the East and the trade has shown no interest as yet in the remaining holdings of small sized B.C. McIntosh.

**UNITED STATES**  
Reports received from a number of markets indicate a good Christmas apple clearance in the south-eastern markets, but a rather disappointing clearance in one or two of the larger terminal markets.

Generally, the demand for best dessert apples has not been too brisk owing to the high price levels, particularly on north-western boxed apples. "Virginia and Michigan Rome and Staymans are still in fairly plentiful supply, and at prices with which we cannot compete. However, our stocks of Rome and Staymans are not too heavy, and we expect more interest to be shown in these varieties as the eastern supplies diminish," B.C. Tree Fruits state.

"The demand for Red Delicious is rather dull, but here again we do not have heavy supplies remaining."

**UNITED KINGDOM**  
There has been a heavy movement to seaboard with further substantial shipments going forward. Shipments to December 22 totalled 327,000 boxes, being comprised of 207,000 McIntosh and the remainder other varieties.

## Clarifies Views On Parks Board Setup

A resolution passed by the Penticton Parks Board was received by city council last week, clarifying the views of the local group about elected versus appointed parks board.

The resolution reads: "It is resolved that the Penticton Parks Board go on record as opposed to the appointment of parks boards." Mayor C. Oscar Matson explained that a recommendation covering parks boards was contained in the draft of the new B.C. Municipal Act discussed at the Union of B.C. Municipalities convention held here in October. He said the convention had endorsed the idea.

Attitude of the local board will be placed on file for future reference.

**COLD THEIVING**  
FALMOUTH, ME. (UP) — Storekeeper Harold A. Melcher called police from his apartment above his store when he heard strange noises down below. Investigating officers could not find any intruder. One of them finally thought to look in the deep freeze. There they found the would-be thief crouching.

The Hudson River is 300 miles long.

## BUGS BUNNY

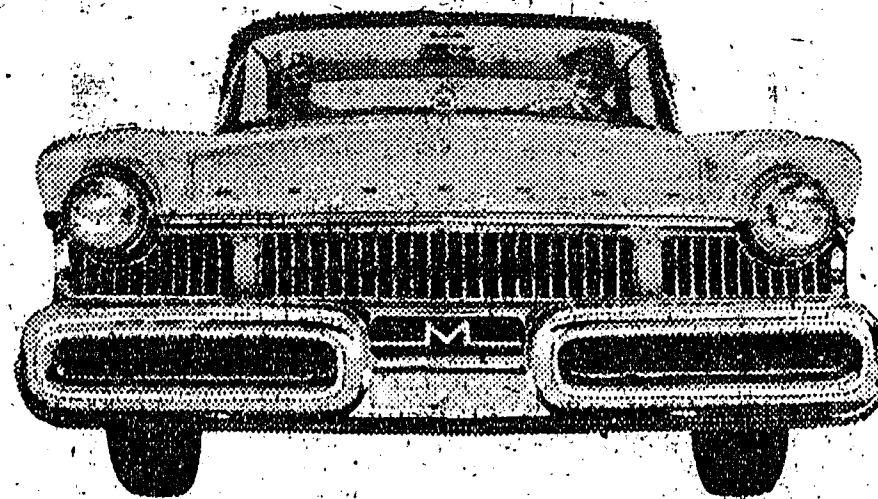


## ALLEY OOP



# Big Mercury for 1957

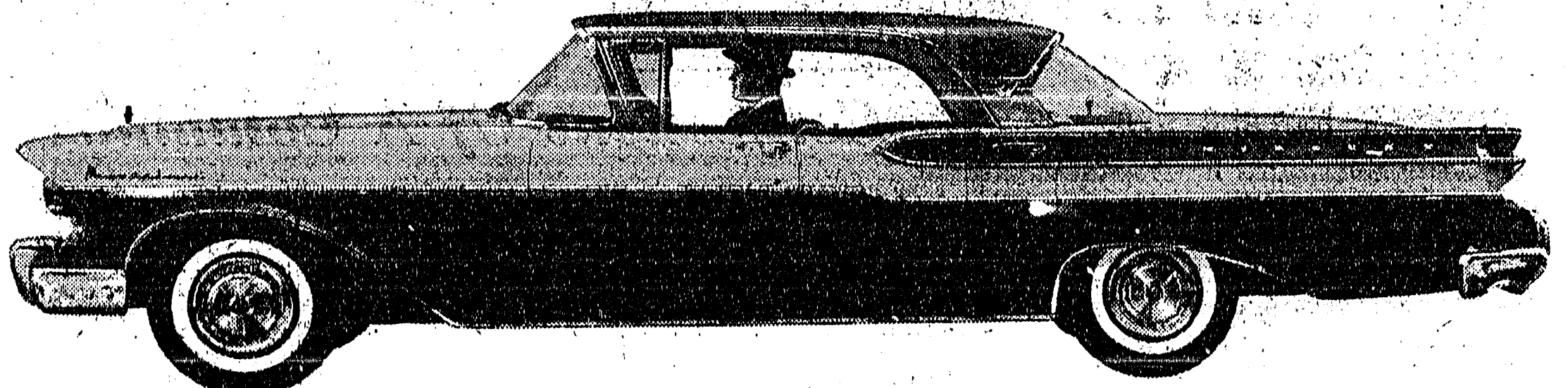
straight out of tomorrow  
in size, power, weight and beauty



**NEW WIDTH**—Notice how the Big M's new breadth is dramatized by a massive new Jet Flo Bumper. The oval shape of this graceful new bumper design is as functional as it is beautiful. It acts as a double bumper, provides both high and low protection. Notice the matching twin-styled rear bumper (right).



**NEW OVERSIZED INTERIORS**—Three is no crowd in the front or back seat of the new Big M. There's new headroom, legroom, hiproom. As much shoulder room, for example, as in many of the most expensive cars. Stunning new fabrics and interior appointments let you ride in a wonderful new world of colour and luxury.



**NEW LENGTH, NEW WHEELBASE**—Close to two tons big—Every important dimension is bigger. In addition to the new length, wheelbase is increased 3 inches, and the 1957 Mercurys are up to 255 pounds heavier, too. A far lower centre of gravity gives you an amazing sense of "nailed down" stability on curves and corners.

### NEW MIGHTY V-8 POWER

The BIG M for '57 offers you the mightiest V-8's in Mercury history—250 and 290 horsepower. Also available is a revolutionary Power boost engine fan that cuts off automatically when not needed for cooling, saves up to 17 horsepower other cars waste. And there's a unique new Thermo-matic Carburetor Air Intake that controls the temperature of the air the engine breathes—boosts usable power and economy.

### NEW DESIGN—CAR DESIGN

It's a new shape in cars—a sharp-cut, dynamic look that makes other cars look soft and static. The roof is gracefully slender—sweeps back out over the rear window to provide extra headroom. The tail-lights have an imaginative V-angle plant. Here's the first production dream car—a distinctive, straight-out-of-tomorrow design that will influence the shape of cars for many years to come.

### DRAMATIC NEW FEATURES

Everywhere you look there's a new idea—improved Merc-O-Matic Drive with an exclusive keyboard that outdates all other push-button transmissions, because it does so much more—controls six driving operations. A new Floating Ride that has to be felt to be believed, and a seat that remembers your favourite driving position. You can see all this, and more, at your Mercury dealer. Stop in today.

## THE BIG MERCURY FOR '57

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### FASTEST ACROSS THE STRAIT VANCOUVER-NANAIMO

FERRIES LEAVE EVERY TWO HOURS ON THE EVEN HOUR, 6 A.M.—MIDNIGHT, FROM BOTH HORNSHOE BAY AND NANAIMO LV. at 6 a.m., 8, 10, 12 noon, 2 p.m., 4, 6, 8, 10, 12 mid. (Pacific Standard Time)

Black Ball Vancouver City ferry terminal is at Horseshoe Bay, West Vancouver, minutes from downtown Vancouver via Georgia Street, Lions Gate Bridge and West Shore Drive.

Reservations NOT Needed  
Passengers—Automobiles—Trucks

## BLACK BALL